

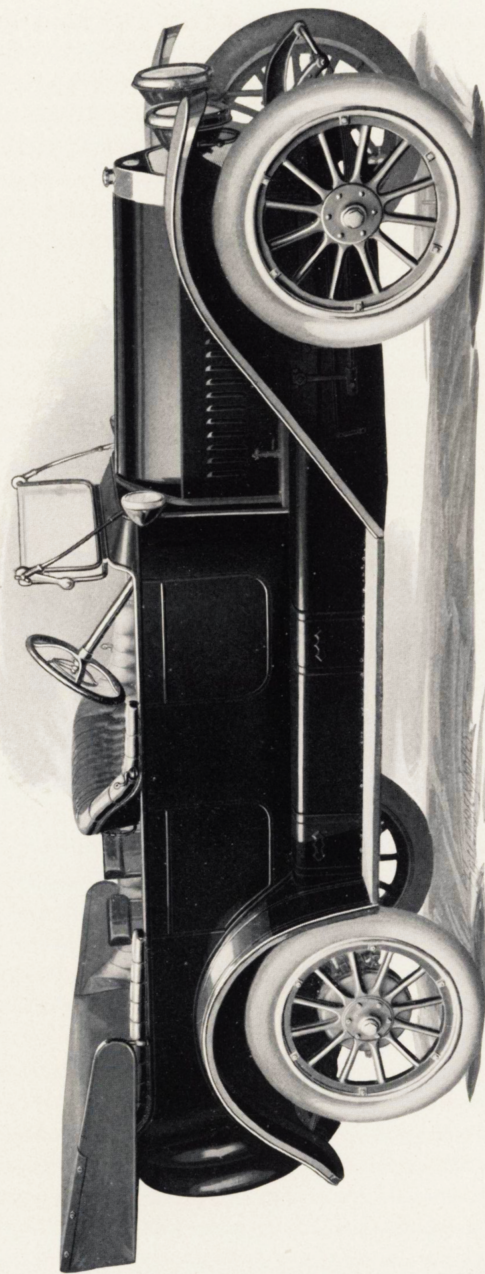
THE WESTCOTT SIX



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WESTCOTT MOTOR CAR CO.
RICHMOND, INDIANA.

THE WESTCOTT SIX



The Westcott Six-Cylinder, Seven-Passenger Touring Car—\$2535

HONOR-BOUND TO BE A GOOD CAR

ALMOST as soon as there was an automobile, there were a million people wanting them. And somebody, of course, *produced*, because there is always somebody to get up what the public wants. So the automobile is a rush job. A good many manufacturers, without much honor, licked in to put something on wheels and sell it. It is a big temptation not to give them anything they'll take when they take it.

Some other manufacturers—more conscientious manufacturers—decided to step aside for the time. "I'll go over here to myself and learn how to make a perfect rear axle. Then, when the public settles down and asks for quality—I'll take my entrance cue." Thus specialization arose.

The public has begun to settle down. When it buys a car now it looks under the hood, and it asks direct questions about the transmission and steering gear. The specialist has come to bat.

Well, that settles the problem of production of parts. Part makers know their business because they are *intensive* producers. And there are enough makers of one part that there is always a *best* maker of that part.

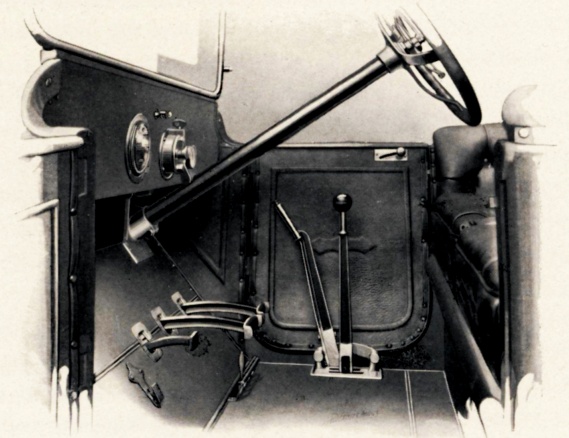
The worry now is, who knows as much about putting these parts together as the part makers know *their* particular jobs?

That worry has been answered in one way—where it has been answered.

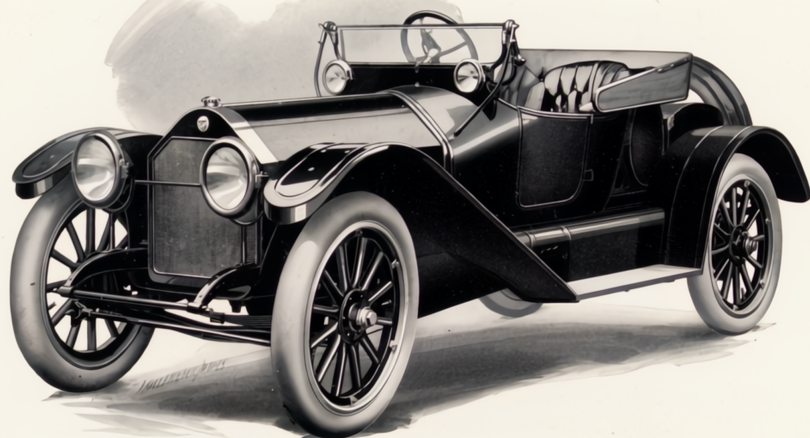
The Westcott Motor Car Co., of Richmond, Indiana, have solved it, for instance. Their idea is that the thing that is necessary to intelligent and successful grouping of automobile parts is the application, to the problem, of *mature manufacturing judgment* gained in long experience in another field of production.

Nobody has been making automobiles over twenty-five years—so there is no such thing today as mature judgment gained in the field of general automobile manufacturing alone.

The Westcotts were large-scale manufacturers of high-grade vehicles for about half a century. In that time people who knew



Neat, Roomy Entrance and Control of Westcott Six



The Westcott Six-Cylinder Roadster—\$2485

anything about buggies and carriages learned to understand that the word "Westcott" on a vehicle marked it *sterling*.

About six years ago the Westcotts decided to build an automobile in such a way to get the public thinking about it the same way that they had been thinking about Westcott buggies.

They quit the carriage business and staked all of their resources on their ability to produce a Westcott car that would become as highly regarded as the Westcott buggy, as thoroughly trusted and as widely bought.

Their plan was, *first*, to take advantage of specialization—to take advantage of it in the best way; that is, to choose from the several kinds of each part made the best made of them all, proved and acknowledged; *second*, to apply to the grouping of these parts the best manufacturing ability that they already had and the best additional engineering ability they could obtain.

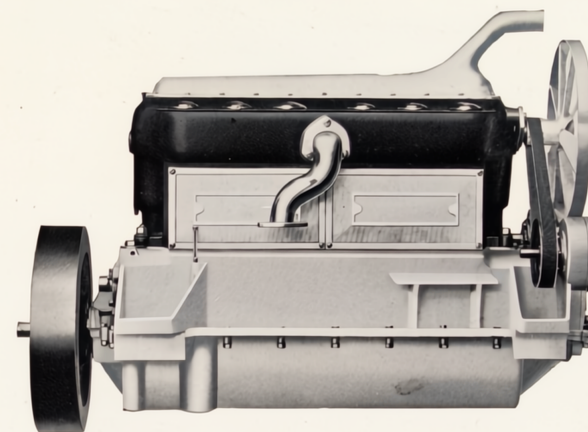
They decided to put as much stress on one part of the job as on the other. They knew that a good part improperly placed might just as well be a poor part.

The Westcott has had a workout for six years, and it has accrued to itself the regard that its manufacturers hoped for.

The people behind the Westcott Motor Car Co. at Richmond will not be satisfied with half-hearted esteem for the Westcott car. It has to go, and go *big*. And of course the success must be built right into the car, a part of the chassis.

The past manufacturing experience of the Westcott organization has qualified it in several ways to make a good car—aside from its general ability to choose successful elements. The Westcott, for example, is the most perfect car in the world with regard to body finish. Making buggies for half a century taught the Westcotts how to put on an exterior finish

that *weathers*. Upholstering is another Westcott specialty—another half century game with them. And they know springs from the ground up. So, the Westcotts are their *own* specialists in several lines.



Clean Intake Side of Westcott-Teeter T-Head Motor
Also shows side where Magneto is installed

The Westcott factory is just as big a factory as ever; an old, reliable, stable business institution. The Westcott is honor-bound to be a good car. The Westcott Motor Car Co. would not bet their reputation on an inferior car. They mean to make a salesman of every owner—which plan they know to have just as great possibilities as the old Sunday-school scheme of every scholar bringing another.

THE WESTCOTT SIX

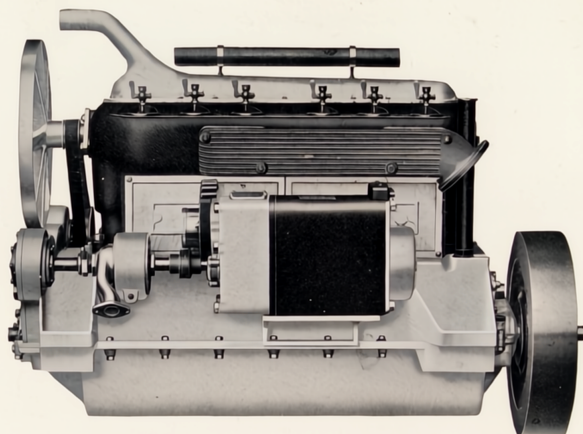
"Six" is a big word. It gives an automobile a whole lot to live up to. A six must have not only two more cylinders than a four, but it must be a six from head to foot, from fender-tip to fender-tip. It must make not more fuss but less because it has a larger power plant; its appointments must be "six-cylinder" appointments; its luxury must be "six-cylinder" luxury. It has to be a six out and out.

The Westcotts have built a real six.

MOTOR

The motor in the Westcott six is a Westcott-Teeter—Teeter built and Westcott supervised. It is the same strong six motor that a number of higher-priced cars are using. It is of T-head construction, which means that operation is balanced—just as the letter "T" itself suggests balance. Intake and exhaust valves are on opposite sides; this gives room for big valves—which enable gases to pass in and out quickly. There is no loaf-

ing, no congestion of traffic in the Westcott-Teeter motor. The Teeter motor is the *big* specialized feature of the Westcott Six. The Teeter Motor Company make enough motors to know how—and that is just how they make them.



Exhaust and Generator Side of Westcott-Teeter Motor

ILLUMINATION AND STARTING

The illumination of Westcott cars and the starting apparatus are electric—Jesco—Jones Electric Company. The Jesco system has a reputation for sure performance and long endurance. It gets at these results because it is constructed along lines of simplicity and according to proved, conservative, electrical engineering principles.

AXLES

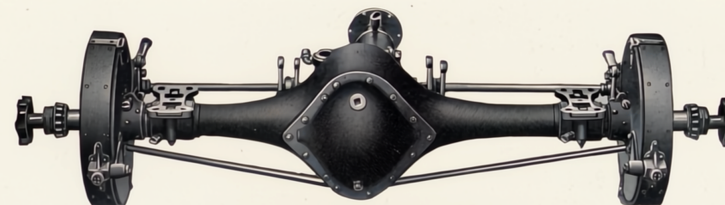
Timken axles and Timken axle bearings are used in all Westcott cars because Timken is king of axle makers, with all others beat, hands down.

TRANSMISSION AND STEERING GEAR

The transmission in Westcott cars is Warner, also the steering gear—Warner being the one great transmission and steering gear specialist.

OTHER ALL STAR PARTS

The Westcott radiator is Mayo; the carburetor is Rayfield; the magneto is Bosch; rims are Firestone; tires are Goodyear. The names that you associate with Westcott cars are *all big names*, clear down the line. The “works” of the Westcott are of the world-beater class.

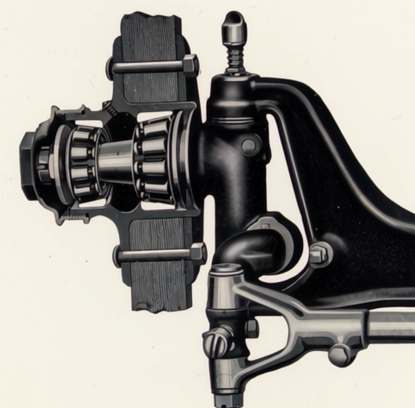


Full Floating Type Timken Rear Axle

WESTCOTT FINISHING TOUCHES

You are assured of the supremacy of Westcott *machinery*, of the parts of the car that perform the labor of the car. Next you want to know about the features of the car that you *see and feel*—the *plus* features—comfort and luxury details. Right here is where the Westcotts come in with *their* own special ability—with their half-century knowledge of vehicle finish and refinement. Springs, paint and upholstery of Westcott cars—and all “exteriorities”—are unquestionably right up among the best because the Westcotts have had their hand in, in this field, ever since they started in business a half century ago.

If you want to go more deeply into an anatomical study of Westcott cars, the detailed specifications that follow will be of interest to you.



Timken Front Axle and Spindle. Timken Bearings

SPECIFICATIONS

MOTOR—Westcott-Teeter; six cylinders; cast en bloc; T-head; 4-inch bore by 6-inch stroke; 2¼-inch valves, enclosed; 67 horse-power at 1,600 revolutions per minute.

CAM SHAFTS—Special alloy steel, mounted on four bearings. Outside bearings: diameter, 7/8 inch; length, 2 inches. Center bearings: diameter, 7/8 inch; length, 3⅛ inches. Note additional bearings in front gear case cover, insuring rigidity and absence of noise.

CRANK SHAFT—Drop forged carbon steel, especially constructed for running and standing balance. Mounted on four bearings. Outside bearings: diameter, 2 inches; length, 4¼ inches. Center: diameter, 2½ inches; length, 1¾ inches.

TIMING GEARS—Cam shafts driven by wide-faced helical cut gears, operating in oil bath and lubricated from main oil reservoir.

LUBRICATION—Automatic by troughs to all main bearings, insuring constant, equal and positive lubrication. Splash to other portions of motor by means of oil scoops on connecting rods.

CARBURETOR—Rayfield.

COOLING—Fan; centrifugal pump, gear driven.

IGNITION—Bosch coil and high tension magneto.

STARTING AND LIGHTING—Independent; 100 percent. efficient; consists of controller, motor generator and storage battery.

RADIATOR—Cellular, honey-comb type.

FRAME—Heavy channel section, with insweep in front.

SPRINGS—Front, semi-elliptic, 40 inches long; rear, 56 inches long.

FRONT AXLE—Timken I-beam section. Timken bearings.

STEERING GEAR—Warner worm and worm wheel type.

CONTROL—Standard silent friction sector above steering wheel. Special Westcott foot accelerator and muffler cut-out on floor board. Starter and lights operate from seat.

TRANSMISSION—Warner, selective type. Three forward speeds and reverse. Angular ball bearings.

CLUTCH—Steel cone; leather faced; spring cushioned.

REAR AXLE—Timken; full floating type; V-shaped torsion arm. Timken bearings.

BRAKES—Extra large. Equipped with equalizers of approved construction. Raybestos brake lining.

WHEELS—Artillery type; selected hickory. Wheels mounted on Timken bearings.

RIMS—Firestone, 36 x 4 Q. D. Demountable. One spare rim.

TIRES—37 x 4½, Goodyear.

WHEELBASE—128 inches, 56-inch or 60-inch tread.

BODY—Long straight line (metal).

STANDARD COLOR SPECIFICATIONS—Body and wheels Imperial maroon. Hood, fenders and chassis, black.

UPHOLSTERING—Deep backs, reinforced by best curled hair, flexible coiled springs and upholstered with highest grade black leather. Deep cushions, soft and durable.

TRIMMINGS—Black enamel and nickel.

STANDARD EQUIPMENT—Westcott black mohair top. Top envelop and side curtains which fasten on inside of bows and are numbered. Electric cranking and lighting device; windshield; electric horn; speedometer; dash light; portable lamp; gasoline gauge; carpet; coat rail; foot rest; tire carrier; full set of tools; tire kit, and jack.

PRICES—Seven-passenger touring, \$2535; five-passenger touring, \$2485; two-passenger roadster, \$2485.

All prices F. O. B. Richmond, Indiana.

WESTCOTT GUARANTY

In order to avoid misunderstanding, we desire our clients to understand clearly that our Warranty is in respect to defective material only. It is limited to twelve months from the date of the delivery of the automobile, and though we supply free of charge the necessary replacements, the time, labor and other expenditures incurred are in all cases charged for. We do not undertake any contingent liability, nor do we accept any responsibility in connection with tires, ignition, lighting or cranking devices. Where claims are made in respect to faulty material, the parts complained of must be returned to us, carriage paid, for inspection.

We reserve the right to make changes in design or add any improvements on Westcott automobiles at any time without incurring any obligation to install the same on automobiles previously purchased.

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